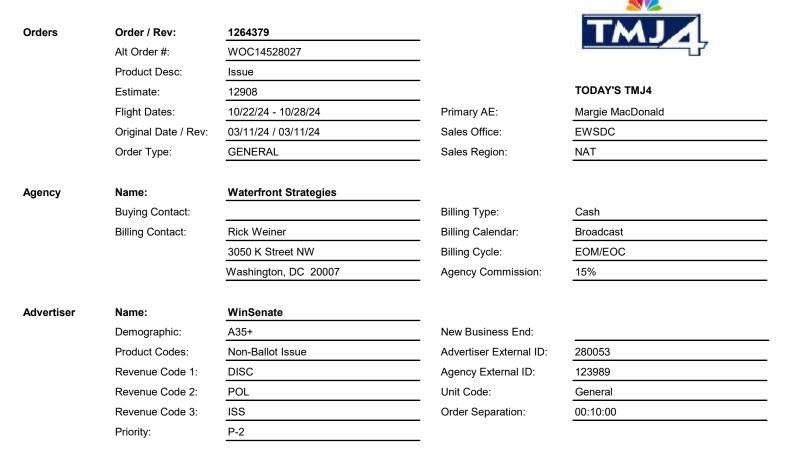
ORDER



Bill F	lan
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Dill I lall				
Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	152	\$195,550.00	\$166,217.50
10/28/24	10/28/24	29	\$24,500.00	\$20,825.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	152	\$195,550.00	\$166,217.50	0.00
November 2024	29	\$24,500.00	\$20,825.00	0.00
Totals	181	\$220,050.00	\$187,042.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			Start Of Order - End Of Order	100%

Ln Ch Star	t End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WTMJ 10/22	/24 10/28/24				0 XM MTWTS	:30	5	\$75.00P - 2	0.00 NM	5	\$375.00
		4-5am Early Today		(4:30 XM-5:0	0 XM)						
(Program: EAI			4 . !	44- 0 000	0						
		IILWAUKEE - Estima									
Start Date			Spots/Week		Rating						
Week: 10/22/24	10/28/24	MTWTS	5	\$75.00	0.00						
N 2 WTMJ 10/22	/24 10/28/24	,	,	5-6am	MTWTF	:30	10	\$175.00P-2	0.00 NM	10	\$1,750.00
		5-6am Daybreak E	arly								
(Program: TM			4 . !	44- 0 000	0						
	` '	IILWAUKEE - Estima									
Start Date			Spots/Week		Rating						
Week: 10/22/24	10/28/24	MTWTF	10	\$175.00	0.00						
N 3 WTMJ 10/22	/24 10/28/24	6-7am Live at Dayb	reak CM	6-7am	MTWTF	:30	10	\$500.00P-2	0.00 NM	10	\$5,000.00
		6-7am Live at Dayl	oreak								
(Program: TM		,			_						
	` '	IILWAUKEE - Estima									
Start Date	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/24	10/28/24	MTWTF	10	\$500.00	0.00						
N 4 WTMJ 10/22	/24 10/28/24	M-F 7-9am Today S	ShowCM	7-9am	MTWTF	:30	10	\$750.00P-2	0.00 NM	10	\$7,500.00
		7-9am Today Show	/								
(Program: TOI	,										
4Q24 COMSC	ORE (sell) - N	IILWAUKEE - Estima	ite is based	on 4th Q 202	2						

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Order / Rev: 1264379 Advertiser: WinSenate

Alt Order #: WOC14528027 Product Desc: Issue TODAY'S TMJ4

Ln Ch Sta	art End	Inventory Code	Break	Start/End 1	īme Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
Start Da			Spots/Week	Rate	Rating					
Week: 10/22/24		MTWTF SA 5-7am Daybrea	10 ak CM	\$750.00 5-7am	0.00 S-	:30	2 \$175.00P-3	0.00 NM	2	\$350.00
		SA 5-7am Daybrea		o ram	J	.00	2 4170.001 0	0.00 11111	_	φοσσ.σσ
	/J4 NEWS TOI CORE (sell) - N	DAY SAT) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24 N 6 WTMJ 10/2		S- Saturday Today Sh	now CM	\$175.00 7-9am	0.00 S-	:30	2 \$375.00P-2	0.00 NM	2	\$750.00
		Saturday Today Sl		, cam	J	.00	2 4070.001 2	0.00 14141	_	ψ100.00
	AT TODAY-NB(CORE (sell) - N	C) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24		SU 5-7am Daybrea	ak CM	\$375.00 5-7am	0.00 S	:30	2 \$175.00P-3	0.00 NM	2	\$350.00
		SU 5-7am Daybre		o ram	J	.00	2 4170.001 0	0.00 14111	_	φοσσ.σσ
	/IJ4 NEWS TOI CORE (sell) - N	DAY SUN) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24 N 8 WTMJ 10/2		Sunday Today Sho	ow CM	\$175.00 7-8am	0.00 S	:30	2 \$600.00P-2	0.00 NM	2	\$1,200.00
		Sunday Today Sho		r-oam	3	.50	Σ ψ000.001 -2	0.00 14101	_	ψ1,200.00
	JN TODAY-NB CORE (sell) - N	C) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te <u>End Date</u>	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24 N 9 WTMJ 10/2		Meet The Press	CM 2	\$600.00 8-9am	0.00 S	:30	2 \$1,250.00P-2	0.00 NM	2	\$2,500.00
N 9 WING 10/2	10/21/24	Meet The Press	Civi	0-9am	3	.50	Σ ψ1,230.001 -2	O.OO INIVI		Ψ2,300.00
	EET PRESS-SI CORE (sell) - N	JN) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24 N10 WTMJ 10/2		S Alliant Energy Pow		\$1,250.00 5am-7pm	0.00 S	:30	1 \$250.00P-3	0.00 NM	1	\$250.00
		Alliant Energy Pov		Jain-7 pin	3	.50	1 ψ230.001 -3	O.OO INIVI		Ψ230.00
	LIANT ENERG CORE (sell) - N	SY) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24		9-10am Morning B	lond CM	\$250.00 9-10am	0.00 MTWTF	:30	5 \$125.00P-2	0.00 NM	5	\$625.00
		9-10am Morning B		3-10am	MIIWIF	.50	3 ψ123.001 - 2	O.OO INIVI	3	Ψ023.00
	ORNING BLEN CORE (sell) - N	D) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/22/24		MTWTF M-F 10-11am Toda	5 W.H. CM	\$125.00 10-11am	0.00 MTWTF	:30	5 \$200.00P-3	0.00 NM	5	\$1,000.00
		10-11am Megyn K	-	10-11aiii	MIMIF	.50	3 φ200.00F-3	U.UU INIVI	3	φ1,000.00
	DDAY THIRD H CORF (sell) - N	OUR) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	_ ''	<u>Weekdays</u>	Spots/Week	Rate	- <u>Rating</u>					
Week: 10/22/24		MTWTF M-F 11am-12pm H	5	\$200.00 11am-12pm	0.00 MTWTF	:30	5 \$200.00P-3	0.00 NM	5	\$1,000.00
N 13 W I W J TO/2	22/24 10/20/24	11am-12pm Hoda		rram-rzpm	MIMIF	.50	3 φ200.00F-3	U.UU INIVI	3	φ1,000.00
		DDA & JENNA) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/22/24		MTWTF M-F 12-1pm News	5 POT CM	\$200.00 12-1pm	0.00 MTWTF	:30	5 \$450.00P-2	0.00 NM	5	\$2,250.00
		12-1pm News RO		12-14111	MIMIF	.30	J φ430.00P-2	U.UU INIVI	5	φ∠,∠30.00
	VE AT 12-1P N CORE (sell) - N	EWS) IILWAUKEE - Estim	ate is based	on 4th Q 202	2					
Start Da	te End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10/22/24 N 15 WTMJ 10/2		MTWTF	CM	\$450.00 1-2pm	0.00 MTWTF	:30	5 \$450.00P-2	0.00 NM	5	\$2,250.00
IN IO VVIIVIO 1U/2	-2/27 10/20/24		CIVI	1-20111	IVI I W I F	.50	υ ψ430.00Γ-2	U.UU INIVI	j j	ΨΖ,ΖΟΟ.ΟΟ

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Order / Rev: 1264379 Advertiser: WinSenate

Alt Order #: WOC14528027 Product Desc: Issue TODAY'S TMJ4

Ln Ch	Start	End	Inventory Code M-F 1p-2p	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			M-F 1p-2p									
		NEWS DAIL RE (sell) - M	.Y) IILWAUKEE - Estin	nate is based	on 4th Q 202	2						
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/24	MTWTF M-F 2p-3pm	CM	\$450.00 2-3pm	0.00 MTWTF	:30	5	\$100.00P-3	0.00 NM	5	\$500.00
IN TO VVIIVIS	10/22/2	-4 10/20/24	M-F 2p-3pm	Civi	2-0pm	MITWIF	.50	3	φ100.001 -3	0.00 14101	3	ψ300.00
\		PPS NEWS RF (sell) - M	LIVE) IILWAUKEE - Estin	nate is based	on The List/A	afternoon Focus a	airina 4th (2022				
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	g s					
Week: 10		10/28/24	MTWTF	5 CM		0.00	-20		¢400,00D,0	0.00 NIM	_	ф г 00 00
N17 WTMJ	10/22/2	24 10/25/24	M-F 230p-3p M-F 230p-3p	СМ	M-F 230p-3	oF	:30	5	\$100.00P-3	0.00 NM	5	\$500.00
		TIVELY MIL		aata ia baaad	on 4th O 202	2						
	art Date	End Date	Weekdays	Spots/Week	Rate	Z Rating						
Week: 10		10/27/24	F	5		0.00						
N 18 WTMJ	10/22/2	24 10/28/24	M-F 3-4pm M-F 3-4pm	CM	3-4pm	MTWTF	:30	10	\$250.00P-2	0.00 NM	10	\$2,500.00
		Y CLARKSO	N)									
	COMSCO art Date	RE (sell) - M End Date	IILWAUKEE - Estin Weekdays	nate is based Spots/Week	on 4th Q 202 Rate	2 Rating						
Week: 10		10/28/24	MTWTF	10		0.00						
N 19 WTMJ	10/22/2	24 10/28/24	•	CM		0 PM MTWTF	:30	5	\$550.00P-1	0.00 NM	5	\$2,750.00
(Progra	am: TMJ4	NEWS AT 4	M-F 4-5pm News 4PM)		(4:00 PM-4:	30 PM)						
4Q24 C	COMSCO	RE (sell) - M	IILWAUKEE - Estin									
<u>Sta</u> Week: 10	art Date /22/24	End Date 10/28/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$550.00	<u>Rating</u> 0.00						
N20 WTMJ			M-F 4-5pm News	CM	4-5pm	MTWTF	:30	5	\$500.00P-1	0.00 NM	5	\$2,500.00
/Drogra	m: TM 14	NEWS AT	M-F 4-5pm News									
			IILWAUKEE - Estin	nate is based	on 4th Q 202	2						
<u>Sta</u> Week: 10	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate	Rating						
N21 WTMJ		10/28/24	M-F 4-5pm News	CM		0.00 0 PM MTWTF	:30	5	\$600.00P-1	0.00 NM	5	\$3,000.00
			M-F 4-5pm News		(4:30 PM-5:0			Ū	4000.001	0.00		φο,σσσ.σσ
		NEWS AT 4 RE (sell) - M	4PM) IILWAUKEE - Estin	nate is based	on 4th Q 202	2						
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/24	MTWTF 5-530pm Live at 5	5 NowoCM	\$600.00 5-530pm	0.00 MTWTF	:30	5	\$800.00P-2	0.00 NM	5	\$4,000.00
IN ZZ VV I IVIJ	10/22/2	10/20/24	5-530pm Live at \$		3-330pm	MIWIF	.50	J	φουυ.υυ Γ-2	0.00 NIVI	3	φ4,000.00
		NEWS AT	5PM) IILWAUKEE - Estin	nata is hasad	on 4th ∩ 202	2						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/24	MTWTF	5		0.00						
N23 WTMJ	10/22/2	24 10/28/24	M-F NBC Nightly M-F NBC Nightly		530-6pm	MTWTF	:30	5	\$5,000.00P-2	0.00 NM	5	\$25,000.00
		NITELY NW	S)									
	COMSCO art Date	RE (sell) - M End Date	IILWAUKEE - Estin Weekdays	nate is based Spots/Week	on 4th Q 202 Rate	2 Rating						
Week: 10		10/28/24	MTWTF		\$5,000.00	0.00						
N24 WTMJ	10/22/2	24 10/28/24		•	6-630pm	MTWTF	:30	5	\$1,000.00P - 2	0.00 NM	5	\$5,000.00
(Progra	am: TMJ4	NEWS AT 6	6-630pm Live at 6 6PM)	opm News								
			IILWAUKEE - Estin		_							
<u>Sta</u> Week: 10	art Date /22/24	End Date 10/28/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$1,000.00	Rating 0.00						
			SA 5-530pm Live	at 5 CM	5-530pm	S-	:30	1	\$525.00P-3	0.00 NM	1	\$525.00
(Progra	m· TM IA	NEWS AT	SA 5-530pm Live	at 5								
(i-iogia	I IVIJ4	NEVVOALS	or wrozer)							•		

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Order / Rev: 1264379 Advertiser: WinSenate

Alt Order #: WOC14528027 Product Desc: Issue TODAY'S TMJ4

Let Color Start End Inventory Code Break Start/End Time Days Let Spots Rate Pri Fug Type Spots Amount											
Start Date		End = (sell) - M	Inventory Code				Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
N26 WTMJ 10/22/24 10/27/24 AFT NBC Nightly News	Start Date E	End Date	<u>Weekdays</u>		<u>Rate</u>	Rating					
SAT NBC Nightly News SAT NBC Nightly Nigh							.30	1 \$5 000 00P-2	0.00 NIM	1	\$5,000,00
Section Main Walker Estimate is based on 4th Q 2022			• .		550-ор	3-	.50	1 ψ3,000.001 -2	0.00 14101	'	ψ5,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week 10/2124 10/2174 September			ILWAUKEE - Estir	mate is based	on 4th Q 202	2					
N27 WTMJ 10/22/24 10/22/24 SA 8-480pm Live at 6 CM 6-630pm Section	Start Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
SA 6-8050pm Live at 6					· ,		.30	1 \$550 00 P-3	0.00 NIM	1	\$550.00
Sant Date End Date			SA 6-630pm Live		0-000pm	3	.00	1 ψ330.001 -3	0.00 14101		ψ550.00
Sint Date End Date Weekdays Spots/Week Rate Rating Week 102/124 102/2724 SU 5-630pm Live at 5 CM 5-530pm				nate is based	on 4th Q 202	2					
N28 WTM 10/22/24 10/27/24 SU5-530pm Live at 5 CM 5-530pm	Start Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
SUL 5-530pm Live at 15					•		:30	1 \$525.00P-3	0.00 NM	1	\$525.00
AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Spis/Mex Spis/M			SU 5-530pm Live		o 000p		.00	. 4020.00. 0	0.00	·	Ψ020.00
No.				nate is based	on 4th Q 202	2					
N28 WTMJ 10/22/24 10/28/24 Milwauker Tonight CM 630-7pm MTWTF :30 5 \$700.00 P-2 0.00 NM 5 \$3,500.00											
Milwaukee Tonight GProgram: MILWAUKEE TONIGHT					-		·30	5 \$700 00P-2	0.00 NM	5	\$3 500 00
According Acco			Milwaukee Tonig		000 1 pm		.00	σ φ/σσ.σσ/ 2	0.00 11111	Ü	ψο,σσσ.σσ
Week: 10/22/24 10/28/24 MTHTF 5 \$700.00 0.00				nate is based	on 4th Q 202	2					
N30 WTMJ 10/22/24 10/28/24 MF Live at 10pm News CM											
## Five at 10pm News (Program: TMJ4 NEWS AT 10PM) 4024 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 **Start Date					,		:30	5 \$1.000.00P-2	0.00 NM	5	\$5.000.00
A A C C C C C C C C			M-F Live at 10pm					- + 1,			40,000
Neek: 10/22/24 10/28/24 MTWTF 5 \$1,000.00 0.00				mate is based	on 4th Q 202	2					
N31 WTMJ 10/22/24 10/28/24 SA Live at 10pm News CM 10-1030pm											
SA Live at 10pm News							:30	1 \$1,000.00P-2	0.00 NM	1	\$1,000.00
AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating			SA Live at 10pm		·			, ,			, ,
Week: 10/21/24 10/27/24 10/27/24 3U Live at 10pm News CM 10-1035pm				mate is based	on 4th Q 202	2					
N32 WTMJ 10/22/24 10/27/24 SU Live at 10pm News CM 10-1035pm											
Program: LIVE AT 10PM AFTER NFL 4024 COMSCORE (sell) - MILWAUKEE - Estimate is based on Late News after NFL Sep21-Jan22 and Sep22-Jan23			-				:30	1 \$1,000.00P-2	0.00 NM	1	\$1,000.00
August A	(Program: LIVE AT		•	News							
Week: 10/21/24 10/27/24 10/28/24 Tonight Show				mate is based	on Late News	s after NFL Sep21	-Jan22 and	d Sep22-Jan23			
N33 WTMJ 10/22/24 10/28/24 Tonight Show											
(Program: TONITE SHW-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date Week: 10/22/24 End Date 10/28/24 Weekdays MTWTF 10 S500.00 MTWTF 30 Rating MTWTF 30 10 \$200.00P-3 0.00 NM 10 \$2,000.00 N 34 WTMJ 10/22/24 10/28/24 Late Night Late Night (Program: SETH MEYERS LATE NIGHT) CM 1137pm-1237am MTWTF :30 10 \$200.00P-3 0.00 NM 10 \$2,000.00 Start Date End Date Weekdays Spots/Week Meek: 10/22/24 Rate Nating MTWTF 10 Rating MTWTF :30 1 \$5,000.00P-1 0.00 NM 0.00 NM 0.00 NM 0.00 NM 0.00 NM <td></td> <td></td> <td>_</td> <td></td> <td></td> <td></td> <td>:30</td> <td>10 \$500.00P-3</td> <td>0.00 NM</td> <td>10</td> <td>\$5,000.00</td>			_				:30	10 \$500.00P-3	0.00 NM	10	\$5,000.00
AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date	(Program: TONITE	SHW_NR									
Week: 10/22/24 10/28/24 MTWTF 10 \$500.00 0.00 N34 WTMJ 10/22/24 10/28/24 Late Night Late Night (Program: SETH MEYERS LATE NIGHT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/24 10/28/24 MTWTF 10 \$200.00 0.00 N35 WTMJ 10/22/24 10/28/24 Monday Prime A CM 7-8p/7-9p M :30 1 \$5,000.00 P-1 0.00 NM Monday NBC Prime A (Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE Start Date End Date Weekdays Spots/Week Rate Rating				mate is based	on 4th Q 202	2					
N34 WTMJ 10/22/24 10/28/24 Late Night											
(Program: SETH MEYERS LATE NIGHT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/24 10/28/24 MTWTF 10 \$200.00 0.00 N35 WTMJ 10/22/24 10/28/24 Monday Prime A CM 7-8p/7-9p M :30 1 \$5,000.00 P-1 0.00 NM 1 \$5,000.00 Monday NBC Prime A (Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE Rating Rating							:30	10 \$200.00P-3	0.00 NM	10	\$2,000.00
AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/24 10/28/24 MTWTF 10 \$200.00 0.00 N 35 WTMJ 10/28/24 Monday Prime A CM 7-8p/7-9p M :30 1 \$5,000.00 P-1 0.00 NM 1 \$5,000.00 Monday NBC Prime A (Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE Rating Rating	(Program: SETH M	MEYERS I	•								
Week: 10/22/24 10/28/24 MTWTF 10 \$200.00 0.00 N 35 WTMJ 10/22/24 10/28/24 Monday Prime A Monday Prime A Monday NBC Prime A (Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE Start Date End Date Weekdays Spots/Week Rate Rating Rate Rating	4Q24 COMSCORE	E (sell) - M	ILWAUKEE - Estir								
N 35 WTMJ 10/22/24 10/28/24 Monday Prime A CM 7-8p/7-9p M :30 1 \$5,000.00 P-1 0.00 NM 1 \$5,000.00 Monday NBC Prime A (Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE Start Date End Date Weekdays Spots/Week Rate Rating											
(Program: THE VOICE) 4Q24 COMSCORE (sell) - MILWAUKEE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>							:30	1 \$5,000.00P-1	0.00 NM	1	\$5,000.00
ÀQ2Ă COMSCORE (sell) - MILWAUKEE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>	(Program: THF VC	DICE)	Monday NBC Pri	me A							
	ÀQ2Ă COMSCORE	E (sell) - M		0	5 .	D-ti-					
	· · · · · · · · · · · · · · · · · · ·										

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Order / Rev: 1264379 Advertiser: WinSenate

Alt Order #: WOC14528027 Product Desc: Issue TODAY'S TMJ4

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N36 WTMJ	10/22/2	4 10/28/24	Monday Prime C Monday NBC Prir	CM me C	9-10pm	M	:30	1	\$3,000.00P-2	0.00 NM	1	\$3,000.00
		NTUM LEAP RE (sell) - M) IILWAUKEE									
<u>Sta</u> Week: 10/	rt Date 22/24	End Date 10/28/24	<u>Weekdays</u> M	Spots/Week	Rate \$3,000.00	Rating 0.00						
N37 WTMJ		4 10/22/24	Tuesday Prime A Tuesday NBC Pri	CM	7-8p/7-9p	-T	:30	1	\$5,000.00P-1	0.00 NM	1	\$5,000.00
	m: THE \		IILWAUKEE	ille A								
<u>Sta</u>	rt Date	End Date	Weekdays -T	Spots/Week	Rate	Rating						
Week: 10/ N38 WTMJ		10/27/24 4 10/22/24	Tuesday Prime B	CM	\$5,000.00 8-9p/8-10p	0.00 -T	:30	1	\$3,500.00P-2	0.00 NM	1	\$3,500.00
	m: LA BF		Tuesday NBC Pri	me B								
	OMSCO rt Date	RE (sell) - IV End Date	IILWAUKEE Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/27/24	-T	1	\$3,500.00	0.00						
N39 WTMJ	10/22/2	4 10/22/24	Tuesday Prime C Tuesday NBC Pri	CM me C	9-10pm	-T	:30	1	\$4,000.00P-2	0.00 NM	1	\$4,000.00
		AMSTERDA RE (sell) - M	AM) IILWAUKEE									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/27/24	-T	1	\$4,000.00	0.00	- 00		#4 000 00 B 0	0.00 NIM	4	# 4.000.00
N40 WTMJ			Wednesday Prime Wednesday NBC		7-8p/7-9p	W	:30	1	\$4,000.00P-2	0.00 NM	1	\$4,000.00
		AGO MED) RE (sell) - M	IILWAUKEE									
	rt Date	End Date 10/27/24	Weekdays w	Spots/Week	<u>Rate</u>	Rating						
Week: 10/			Wednesday Prime	•	\$4,000.00 8-9p/8-10p	0.00 W	:30	1	\$4,500.00P-2	0.00 NM	1	\$4,500.00
		AGO FIRE)	Wednesday NBC		,,				, ,			, ,
4Q24 C	OMSCO	RE (sell) - ĺV	IILWAUKEE		_							
<u>Sta</u> Week: 10/	<u>rt Date</u> 21/24	End Date 10/27/24	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$4,500.00	<u>Rating</u> 0.00						
N42 WTMJ	10/22/2	4 10/23/24	Wednesday Prime Wednesday NBC		9-10pm	W	:30	1	\$4,000.00P-2	0.00 NM	1	\$4,000.00
		AGO PD) RF (sell) - M	IILWAUKEE									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/27/24	W		\$4,000.00	0.00	- 00		#4 F00 00 D 0	0.00 NIM	4	#4 500 00
N43 WTMJ			Thursday Prime A Thursday NBC Pr		7-8p/7-9p	T	:30	1	\$1,500.00P-3	0.00 NM	1	\$1,500.00
		& ORD RE (sell) - M	ER) IILWAUKEE									
	rt Date	End Date 10/27/24	<u>Weekdays</u> T	Spots/Week	<u>Rate</u>	Rating 0.00						
N44 WTMJ			· · · · · · · · · · · · · · · · · · ·		\$1,500.00 8-9p/8-10p	T	:30	1	\$3,000.00P-1	0.00 NM	1	\$3,000.00
		& ORD		rime B								
	OMSCO rt Date	RE (sell) - M End Date	IILWAUKEE Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/27/24	T		\$3,000.00	0.00						
N45 WTMJ	10/22/2	4 10/24/24	Thursday Prime C Thursday NBC Pr		9-10pm	T	:30	1	\$3,500.00P-1	0.00 NM	1	\$3,500.00
		& ORD RE (sell) - M	•									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/27/24	T		\$3,500.00	0.00						
N46 WTMJ	10/22/2	4 10/25/24	Friday Prime A Friday NBC Prime	CM e A	7-8p/7-9p	F	:30	1	\$1,200.00P-3	0.00 NM	1	\$1,200.00
(Progra	m: COLL	EGE BOWL										

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Order / Rev: 1264379 Advertiser: WinSenate

Alt Order #: WOC14528027 Product Desc: Issue TODAY'S TMJ4

Ln Ch Start		Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
4Q24 COMSCC Start Date Week: 10/21/24	End Date 10/27/24	Weekdays	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
N47 WTMJ 10/22/2		Friday Prime B Friday NBC Prim	CM	8-9p/8-10p	F	:30	1 \$2,500.00P-2	0.00 NM	1	\$2,500.00
(Program: DATE 4Q24 COMSCO		·								
<u>Start Date</u> Week: 10/21/24	End Date 10/27/24	<u>Weekdays</u> F		<u>Rate</u> \$2,500.00	Rating 0.00					
N48 WTMJ 10/22/2		Saturday NBC P		7-8p/7-9p	S-	:30	1 \$1,250.00P-2	0.00 NM	1	\$1,250.00
AQ24 COMSCC	RE (sell) - M	ILWAUKEE		_						
Start Date Week: 10/21/24	<u>End Date</u> 10/27/24	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,250.00	Rating 0.00					
N49 WTMJ 10/22/2	24 10/26/24	Saturday Prime E Saturday NBC P	3 СМ	8-9p/8-10p	S-	:30	1 \$1,500.00P-2	0.00 NM	1	\$1,500.00
(Program: DATE 4Q24 COMSCO		•	IIIIe D							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24 N50 WTMJ 10/22/2	10/27/24	Saturday Prime (\$1,500.00 9-10pm	0.00 S-	:30	1 \$2.000.00P-2	0.00 NM	1	\$2.000.00
(Program: SATI		Saturday NBC P		9-10pm	3-	.30	1 φ2,000.00Γ-2	O.OO INIVI	'	φ2,000.00
4Q24 COMSCC	RE (sell) - M	ILWAUKEE - Estir								
Start Date Week: 10/21/24	<u>End Date</u> 10/27/24	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
N51 WTMJ 10/22/2		Saturday Prime C	С СМ	9-10pm	S-	:30	1 \$2,000.00P-2	0.00 NM	1	\$2,000.00
(Program: SNL 4Q24 COMSCO		Saturday NBC P	rime C							
Start Date Week: 10/21/24	End Date 10/27/24	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
N 52 WTMJ 10/22/2	24 10/26/24	Big Ten FB - Day Big Ten FB - WIS		11am-630pm	ıS-	:30	1\$12,500.00P-1	0.00 NM	1	\$12,500.00
(Program: CFB 4Q24 COMSCC				upon Big 10 V	Visconsin games	on WITI in 2	022			
Start Date	End Date	Weekdays S-	Spots/Week	<u>Rate</u>	Rating					
Week: 10/21/24 N53 WTMJ 10/22/2	10/27/24 24 10/26/24			\$12,500.00 630-11pm	0.00	:30	1 \$3,000.00P-2	0.00 NM	1	\$3,000.00
(Program: CFB	BIG TEN PR	Big Ten FB - Prir	me Game	·						
4Q24 COMSCC Start Date	RE (sell) - M End Date	ILWAUKEE - Estin Weekdays	mate is based Spots/Week	upon Big 10 g <u>Rate</u>	ames on WITI in Rating	2022 minus	Wisconsin games	S		
Week: 10/21/24	10/27/24	S-		\$3,000.00	0.00					
N 54 WTMJ 10/22/2		Big Ten FB - WIS		630-11pm	S-	:30	1\$15,000.00P-1	0.00 NM	1	\$15,000.00
	RE (sell) - M	ILWAUKÉE - Estir		-	=	on WITI in 2	022			
Start Date Week: 10/21/24	End Date 10/27/24	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$15,000.00	Rating 0.00					
N 55 WTMJ 10/22/2		Big Ten FB - Prin	ne Gam@M	630-11pm	S-	:30	1 \$3,000.00P-2	0.00 NM	1	\$3,000.00
(Program: CFB 4Q24 COMSCC		0		upon Notre Da	ame 2022					
<u>Start Date</u> Week: 10/21/24	End Date 10/27/24	Weekdays S-	Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00					
N 56 WTMJ 10/22/2		Nascar	CM	12pm-11pm	S	:30	1 \$600.00P-2	0.00 NM	1	\$600.00
(Program: NAS)		Nascar ERIES) ILWAUKEE - Estii	mate is hased	on NASCAR 2	2022					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/21/24	10/27/24	S	1	\$600.00	0.00					

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 Order / Rev:
 1264379
 Advertiser:
 WinSenate

 Alt Order #:
 WOC14528027
 Product Desc:
 Issue
 TODAY'S TMJ4

 Flight Dates:
 10/22/24 - 10/28/24
 Estimate:
 12908

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N 57	WTMJ	10/22/24	10/27/24	Su - NFL Pre-Game	FNI&M	6-715pm	S	:30 1	I \$12,500.00 P-1	0.00 NM	1	\$12,500.00
				NFL Pregame FNIA								
				NIGHT AMER)								
	4Q24 C0	DMSCOR	E (sell) - M	ILWAUKEE - Estimat	e is based	l upon FNIA Se	p22-Jan23					
	<u>Star</u>	t Date	End Date	Weekdays S	ots/Weel	<u>Rate</u>	Rating					
V	/eek: 10/2	21/24	10/27/24	S	•	1\$12,500.00	0.00					
N 58	WTMJ	10/22/24	10/27/24	NFL Game Sunday	CM	12pm-12am	S	:30 1	I \$25,000.00P-1	0.00 NM	1	\$25,000.00
				NFL Game Sunday								
	(Progran	n: NFL SN	IF NON-PA	ACKERS)								
	4Q24 C0	DMSCOR	E (sell) - M	ILWAUKEE - Estimat	e is based	d upon Sep22-J	an23 SNF minus	s Packer game	es			
	<u>Star</u>	t Date	End Date	Weekdays S	ots/Weel	<u>Rate</u>	Rating					
	/eek: 10/2	21/24	10/27/24	S	•	1 \$25,000.00	0.00					

Totals 181 \$220,050.00